

# MA DEP 11<sup>th</sup> Annual Forum on Waste Reduction

## Municipalities Foster Successful Small Business Recycling Programs- The South Shore Small Business Recycling Partnership

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# Background

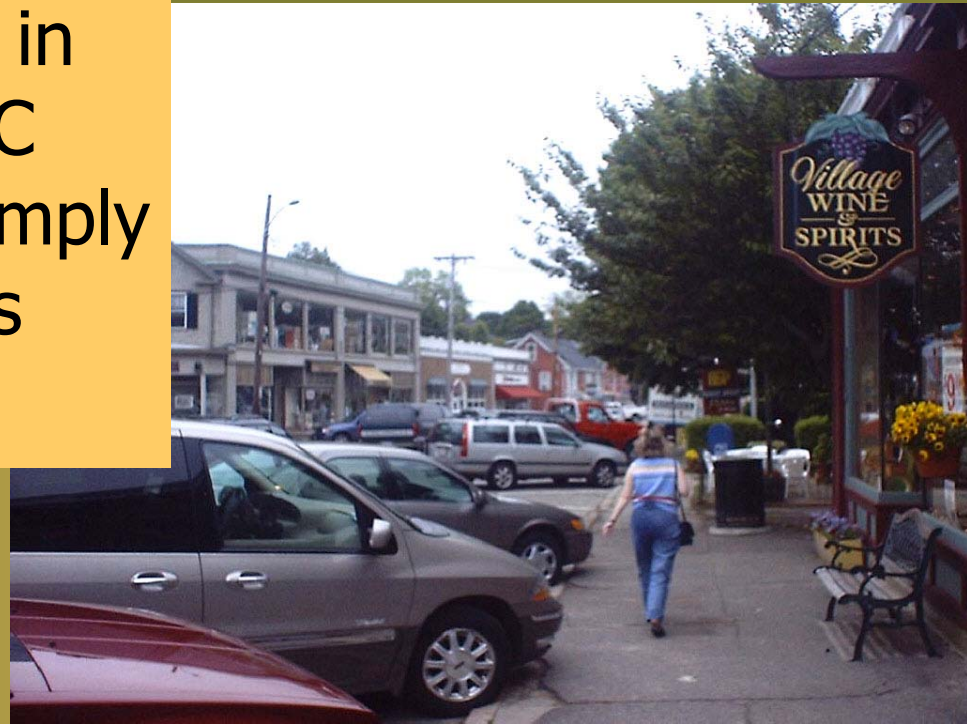
- ▶ The South Shore Recycling Cooperative (SSRC), a voluntary cooperative of fifteen South Shore towns, applied for and was awarded a \$25,000 technical assistance grant from the MA DEP for the South Shore Business Recycling Partnership.
- ▶ WasteCap of Massachusetts was hired to provide technical assistance for the program.

# Partners

- ▶ Massachusetts Department of Environmental Protection
- ▶ South Shore Recycling Partnership
- ▶ Towns of Cohasset, Marshfield, Norwell, and Plymouth
- ▶ Chambers of Commerce
- ▶ WasteCap of Massachusetts

# Project Goal

- ▶ Establish Small Business Recycling Partnerships in four of the fifteen SSRC towns to help them comply with the Massachusetts Waste Bans.



# Participating Towns

- ▶ Cohasset, Marshfield, Norwell, and Plymouth were selected as the pilot towns.
  1. Interest in participating in the recycling partnership was highest in these towns.
  2. Each town contained a business district containing clusters of small businesses.

# Objectives

- ▶ Meet with the Recycling Coordinators and Chambers of Commerce to designate target areas in each town containing clusters of small businesses.

# Objectives

- ▶ Sign up 5-10 proximate businesses in each of the 4 pilot towns that would arrange for the collection of office paper and cardboard by a shared hauler.
- ▶ Develop a convenient, cost-effective recycling program for small businesses in the pilot towns.
- ▶ Recognize participating businesses with a special designation to demonstrate their "good will" and to attract other businesses to join the program.

# Objectives

- ▶ Partner with a reliable service provider.
- ▶ Educate businesses about recycling services and waste disposal contracts.
- ▶ Educate businesses about waste bans and Universal Waste regulations.
- ▶ Create a sustainable and expandable program for the future.



# Target Recyclable Materials

- ▶ Cardboard
- ▶ Mixed Paper



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# Steps

- ▶ Business-by-business waste surveys were performed by WasteCap in the target areas using a one-page survey to identify:
  1. Which waste materials were currently being generated.
  2. Which materials they were currently recycling.
  3. How much they were paying for waste disposal and recycling services.
  4. Which materials they would like to recycle in the future.
  5. Existing space constraints for recycling and waste disposal activities.

# Steps

- ▶ An RFP for recycling services was issued by WasteCap.
- ▶ Environmental Operations Management Services (EOMS) located in Brockton, MA was selected as the successful bidder.

# Steps

- ▶ WasteCap worked with the SSRC and EOMS to develop small business recycling services brochures for each town.
- ▶ Deskside bins and Slim Jim containers with lids with restricted openings were purchased for participating businesses.

# Steps

- ▶ WasteCap and EOMS staff visited businesses in the four towns, distributed the small business recycling brochures, and signed up interested businesses.
- ▶ EOMS then distributed bins to the businesses and worked with them to redesign trash disposal contracts in light of their new recycling services.
- ▶ EOMS will provide monthly member and tonnage reports to SSRC.

# Materials Developed

- ▶ Small business recycling survey.
- ▶ RFP for Recycling Services.
- ▶ Small business recycling brochures for each town.
- ▶ Window decal for member businesses.

# Lessons Learned

- ▶ Finding a recycling service provider who is willing to work with businesses to redesign and renegotiate waste disposal contracts is critical.
- ▶ The RFP for Recycling Services should be issued at the beginning of the project in order to have information on pricing and services when surveying the businesses.
- ▶ Partnering with entities including Chambers of Commerce, town Recycling Coordinators, and others who will support and sustain the program long term is essential.

# Lessons Learned

- ▶ Brochures, decals, and press releases are valuable marketing tools and should be used wherever possible.
- ▶ Standardized surveys, RFP's, and brochure templates are very helpful in developing successful small business recycling partnerships in times of dwindling support funds.



# **WasteCap helps Massachusetts businesses reduce solid waste, cut disposal costs, and improve environmental performance.**



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# WasteCap Services


- ▶ Website ([www.wastecap.org](http://www.wastecap.org))
- ▶ Telephone Technical Assistance
- ▶ Recycling Services Directory
- ▶ Site Visits
- ▶ Buy Recycled
- ▶ Surplus Inventory Donation Program
- ▶ Newsletter & Monthly Email Updates
- ▶ Small Business Recycling Partnerships
- ▶ Race-to-Recycle

# Contact us for more information

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